

Amendments to the Claims:

1. (Currently amended) A method comprising:

accessing an electronic calendar configured to store a plurality of event entries at a respective plurality of times with the event entries including a specific occurrence of a scheduled broadcast program as well as at least one user-generated event entry relating to a scheduled non-broadcast-related event, the electronic calendar listing events in relation to times and dates;

adding a user-generated event entry relating to a scheduled non-broadcast-related event to the electronic calendar and directing visual association in the electronic calendar of a user identifier with the non-broadcast-related event added to the electronic calendar, wherein adding the user-generated event entry and directing visual association of the user identifier are performed by a processor;

accessing an electronic programming guide, the electronic programming guide listing a plurality of specific occurrences of scheduled broadcast programs in relation to respective unique scheduled times and channels and comprising information associated with each of the plurality of scheduled broadcast programs;

directing display of the accessed electronic programming guide on the electronic display;

receiving a user selection of at least one specific occurrence of a broadcast program of the plurality of specific occurrences of scheduled broadcast programs in the accessed electronic programming guide; and

in response to said receiving a user selection, directing visual association in the electronic calendar of a user identifier with the at least one specific occurrence of a broadcast program of the plurality of specific occurrences of scheduled broadcast programs selected in the accessed electronic programming guide,

wherein the electronic programming guide is accessed in response to receiving a message including a reference to a recommended broadcast program, and wherein the at least one specific occurrence of a broadcast program is the recommended broadcast program.

2. (Previously presented) The method of claim 1, wherein at least a portion of the displayed electronic calendar is replaced on the display by the electronic programming guide when the electronic programming guide is accessed, and the electronic programming guide is removed from the display upon selection of the at least one of the plurality of broadcast programs.

3. (Original) The method of claim 1, wherein the scheduled broadcast programs listed in the electronic programming guide are television programs.

4. (Previously presented) The method of claim 1, wherein the scheduled broadcast programs listed in the electronic programming guide are television programs, and wherein the information transferred from the electronic programming guide to the electronic calendar comprises at least one of a name, start time, duration, and channel number of the corresponding at least one selected television program.

5. (Previously presented) The method of claim 1, wherein the information transferred comprises an identification of the at least one selected broadcast program.

6. (Previously presented) The method of claim 1, further comprising displaying one of a reminder and recording icon in the electronic calendar when a broadcast program for which a broadcast event entry has been stored in the electronic calendar is tagged for one of a reminder and a recording function, respectively.

7. (Previously presented) The method of claim 6, wherein the broadcast program for which a broadcast event entry has been stored in the electronic calendar is tagged in the electronic programming guide for one of a reminder and a recording function, respectively.

8. (Previously presented) The method of claim 1, wherein the selecting at least one of the plurality of specific occurrences of scheduled broadcast programs in the accessed

electronic programming guide comprises entering a code for a selected program, the code uniquely identifying the selected program.

9. (Previously presented) The method of claim 1, wherein the selecting at least one of the plurality of specific occurrences of scheduled broadcast programs in the accessed electronic programming guide comprises highlighting a listing in the accessed electronic programming guide corresponding to the at least one selected program.

10. (Currently amended) A method comprising:

- accessing an electronic calendar configured to store a plurality of event entries at a respective plurality of times with the event entries including at least one user-generated event entry relating to a scheduled non-broadcast-related event, the electronic calendar listing events in relation to times and dates;
- directing display of the accessed electronic calendar on an electronic display;
- adding a user-generated event entry relating to a scheduled non-broadcast-related event to the electronic calendar and directing visual association in the electronic calendar of a user identifier with the non-broadcast-related event added to the electronic calendar, wherein adding the user-generated event entry and directing visual association of the user identifier are performed by a processor;
- receiving entry of a code for a selected specific occurrence of a broadcast program the specific occurrence of the program being associated with a unique time and channel, the code uniquely identifying the selected specific occurrence of a program;
- processing the entered code to determine information associated with the selected broadcast program;
- directing transfer of the information to the accessed electronic calendar as a new broadcast event entry containing the information for the selected broadcast program and being stored in the electronic calendar at a time corresponding to a broadcast time of the selected broadcast program; and

in response to said transferring the information to the accessed electronic calendar, directing visual association in the electronic calendar of a user identifier with the at least one new broadcast event entry,

wherein the code for a specific occurrence of a broadcast program is received in a message that recommends the specific occurrence of a broadcast program.

11. (Previously presented) The method of claim 10, wherein the selected specific occurrence of the broadcast program is a television program.

12. (Previously presented) The method of claim 10, wherein the information transferred to the electronic calendar comprises at least one of a name, start time, duration, and channel number of the corresponding at least one selected broadcast program.

13. (Previously presented) The method of claim 10, further comprising displaying one of a reminder and recording icon in the electronic calendar when a broadcast program for which a broadcast event entry has been stored in the electronic calendar is tagged for one of a reminder and a recording function, respectively.

14. (Previously presented) The method of claim 13, wherein the broadcast program for which a broadcast event entry has been stored in the electronic calendar is tagged in the electronic programming guide for one of a reminder and a recording function, respectively.

15. (Currently amended) An apparatus comprising:
at least one processor; and
at least one memory including computer program code, the at least one memory and the computer program code, configured to, with the at least one processor, cause the apparatus to at least perform:

access an electronic calendar configured to store a plurality of event entries at a respective plurality of times with the event entries including a specific occurrence of a scheduled broadcast program as well at least one user-generated event entry relating to a scheduled non-

broadcast-related event, the electronic calendar listing events in relation to times and dates, the processor also configured to add a user-generated event entry relating to a scheduled non-broadcast-related event to the electronic calendar and direct visual association in the electronic calendar of a user identifier with the non-broadcast-related event added to the electronic calendar,

wherein the apparatus is further configured to access an electronic programming guide listing a plurality of specific occurrences of scheduled broadcast programs in relation to respective unique scheduled times and channels, the electronic programming guide comprising information associated with each of the plurality of scheduled broadcast programs; and further configured, upon receipt of a control signal, for selecting at least one specific occurrence of a broadcast program of the plurality of specific occurrences of scheduled broadcast programs in the accessed electronic programming guide,

wherein said apparatus is further configured, in response to receiving the control signal, to direct visual association in the electronic calendar of a user identifier with the at least one specific occurrence of a scheduled broadcast program selected in the accessed electronic programming guide, and

wherein the electronic programming guide is accessed in response to receiving a message including a reference to a recommended broadcast program, and wherein the at least one specific occurrence of a broadcast program is the recommended broadcast program.

16. (Previously presented) The apparatus of claim 42, further comprising an output component configured to generate a video output signal capable of driving a monitor, the video output signal being capable of displaying on the monitor the electronic calendar and the electronic programming guide.

17. (Previously presented) The apparatus of claim 16, wherein the video output signal is such that at least a portion of the electronic calendar when displayed is replaced by the electronic programming guide when the electronic programming guide is accessed, and the electronic programming guide when displayed is removed upon selection of a broadcast program.

18. (Previously presented) The apparatus of claim 15, wherein the scheduled broadcast programs listed in the electronic programming guide are television programs.

19. (Previously presented) The apparatus of claim 42, wherein the scheduled broadcast programs listed in the electronic programming guide are television programs, and wherein the information transferred from the electronic programming guide to the electronic calendar comprises at least one of a name, start time, duration, and channel number of the selected television program.

20. (Previously presented) The apparatus of claim 42, wherein the information transferred comprises an identification of the at least one selected broadcast program.

21. (Previously presented) The apparatus of claim 42, wherein said processor is capable of generating one of a reminder icon and a recording icon in the electronic calendar when a broadcast program for which a broadcast event entry has been stored in the electronic calendar is tagged for one of a reminder and a recording function, respectively.

22. (Previously presented) The apparatus of claim 21, wherein the broadcast program for which a broadcast event entry has been stored in the electronic calendar is tagged in the electronic programming guide for one of a reminder and a recording function, respectively.

23. (Previously presented) The apparatus of claim 15, wherein the selecting at least one specific occurrence of a broadcast program of the plurality of specific occurrences of scheduled broadcast programs in the accessed electronic programming guide comprises processing an entered code to ascertain a broadcast program uniquely corresponding to the entered code.

24. (Previously presented) The apparatus of claim 15, wherein the selecting at least one of the plurality of scheduled broadcast programs in the accessed electronic programming

guide comprises highlighting a listing in the accessed electronic programming guide corresponding to the at least one selected program.

25. (Currently amended) An apparatus comprising:
- at least one processor; and
 - at least one memory including computer program code, the at least one memory and the computer program code, configured to, with the at least one processor, cause the apparatus to at least perform:
 - access an electronic calendar configured to store a plurality of event entries at a respective plurality of times with the event entries including a specific occurrence of a scheduled broadcast program as well at least one user-generated event entry relating to a scheduled non-broadcast-related event, the electronic calendar listing events in relation to times and dates;
 - add a user-generated event entry relating to a scheduled non-broadcast-related event to the electronic calendar and visually associating in the electronic calendar a user identifier with the non-broadcast-related event added to the electronic calendar;
 - access an electronic programming guide listing a plurality of specific occurrences of scheduled broadcast programs in relation to respective scheduled times and channels, the electronic programming guide comprising information associated with each of the plurality of scheduled broadcast programs; and
 - select, upon receipt of a control signal, at least one specific occurrence of a scheduled broadcast program in the accessed electronic programming guide,
 - wherein said apparatus is further configured, in response to receiving the control signal, to direct visual association in the electronic calendar of a user identifier with the at least one specific occurrence of a scheduled broadcast program selected in the accessed electronic programming guide, and
 - wherein the electronic programming guide is accessed in response to receiving a message including a reference to a recommended broadcast program, and wherein the at least one specific occurrence of a broadcast program is the recommended broadcast program.

26. (Previously presented) The apparatus of claim 25, wherein the selected broadcast program is a television program.

27. (Previously presented) The apparatus of claim 43, wherein the information transferred to the electronic calendar comprises at least one of a name, start time, duration, and channel number of the corresponding at least one selected broadcast program.

28. (Previously presented) The apparatus of claim 43, wherein said processing means is configured to display one of a reminder signal and a recording icon in the electronic calendar when a broadcast program for which a broadcast event entry has been stored in the electronic calendar is tagged for one of a reminder and a recording function, respectively.

29. (Previously presented) The apparatus of claim 28, wherein the broadcast program for which broadcast event entry has been stored in the electronic calendar is tagged in the electronic programming guide for one of a reminder and a recording function, respectively.

30. (Previously presented) The method of claim 41, wherein accessing the electronic programming guide comprises accessing the electronic programming guide from the electronic calendar by selecting an icon associated with the displayed electronic calendar.

31. (Previously presented) The apparatus of claim 42, wherein the processor is further configured to access the electronic programming guide from the electronic calendar.

32. (Previously presented) The method of claim 1, wherein the electronic calendar is configured to store event entries for a plurality of users, wherein said selecting at least one specific occurrence of a broadcast program of the plurality of specific occurrences of scheduled broadcast programs in the accessed electronic programming guide includes selecting a plurality of specific occurrences of scheduled broadcast programs respectively associated with multiple users, and wherein said directing visual association of a user identifier in the electronic calendar with the at least one specific occurrence of the plurality of scheduled broadcast programs

selected in the accessed electronic programming guide includes directing visual association in the electronic calendar of respective user identifiers with corresponding ones of the plurality of specific occurrences of scheduled broadcast programs.

33. (Previously presented) The apparatus of claim 15, wherein the processor is configured to select a plurality of specific occurrences of scheduled broadcast programs respectively associated with a plurality of users, and wherein the processor is further configured to direct visual association in the electronic calendar of respective user identifiers with corresponding ones of the specific occurrences of the plurality of scheduled programs selected in the accessed electronic programming guide, the respective user identifiers providing an indication of a respective one of the plurality of users with which each of the plurality of scheduled programs is associated.

34-35. (Canceled)

36. (Previously presented) The method of claim 1, wherein said directing visual association in the electronic calendar of the user identifier with the at least one specific occurrence of a broadcast program of the plurality of scheduled broadcast programs selected in the accessed electronic programming guide includes automatically directing visual association in the electronic calendar of a user identifier with at least one specific occurrence of a broadcast program of the plurality of scheduled broadcast programs selected in the accessed electronic programming guide.

37. (Previously presented) The method of claim 41, wherein said selecting at least one specific occurrence of a broadcast program of the plurality of scheduled broadcast programs in the accessed electronic programming guide, and thereby transferring information to an electronic calendar as at least one new broadcast event entry includes selecting at least one specific instance of a broadcast program of the plurality of scheduled broadcast programs in the accessed electronic programming guide, and thereby transferring information as at least one new

broadcast event entry to an electronic calendar that is integrated with the electronic programming guide.

38-40 (Canceled)

41. (Previously presented) The method of claim 1, wherein said selecting at least one specific occurrence of a broadcast program of the plurality of scheduled broadcast programs in the accessed electronic programming guide includes selecting at least one specific occurrence of a broadcast program of the plurality of scheduled broadcast programs in the accessed electronic programming guide, and thereby transferring information, associated with the at least one selected broadcast program, to an electronic calendar as at least one new broadcast event entry, each new broadcast event entry containing the information for a corresponding selected specific occurrence of a broadcast program and being stored in the electronic calendar at a time corresponding to a broadcast time of the respective at least one selected broadcast program.

42. (Previously presented) The apparatus of Claim 15, further comprising:
a data storage device storing an electronic calendar capable of storing a plurality of event entries at a plurality of times wherein said processor is in communication with said data storage device, said processor being further configured, upon receipt of a control signal, for selecting at least one scheduled program in the accessed electronic programming guide, and thereby transferring information associated with the at least one selected broadcast program from the electronic programming guide to the accessed electronic calendar as at least one new broadcast event entry, the at least one new broadcast event entry containing the information for the selected broadcast program and being stored in the electronic calendar stored in said data storage device at a time corresponding to a broadcast time of the at least one selected broadcast program.

43. (Previously presented) The apparatus of Claim 25, wherein said accessing means is second accessing means, and further comprising:

data storage means for storing an electronic calendar capable of storing a plurality of event entries at a plurality of times;

first accessing means for accessing the electronic calendar stored in said data storage means;

wherein said processing means is coupled to said first and second accessing means and said data storage means for selecting, upon receipt of a control signal at least one scheduled program in the accessed electronic programming guide, and thereby transferring information associated with the at least one selected broadcast program from the electronic programming guide to the accessed electronic calendar as a new broadcast event entry, the new broadcast event entry containing the information for the selected broadcast program and being stored in the electronic calendar stored in said data storage means at a time corresponding to a broadcast time of the selected broadcast program.